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WILLIAM KLOEPFER, JR.
Senior Vice President
202/457-4861

April 10, 1979

Alexander Holtzman, Esq.
Associate General Counsel
Philip Morris Inc.
100 Park Avenue
New York, New York 10017

Dear Alex:

Just a note to formalize my thought that it might be well for us to discuss the publicity aspect of the forthcoming FTC - CO test announcement.

The first publication of "tar"-nicotine yields nearly a dozen years ago resulted in "Page 1" coverage even though the public had been exposed to substantial "tar"-nicotine publicity for a dozen years before that.

There has not been a similar conditioning with respect to CO yields and I think it is important for us to assess whether we should attempt to meet what I think will be a pretty severe reaction later this year.

Please mention this to Tom and let me know when you can what his reaction is.

Cordially,



William Kloeffer, Jr.

WKjr:mss

cc: J.C.B. Ehringhaus

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